

REGIONAL NARRATIVES

OF TOURISM

San Antero, Córdoba, GREATER COLOMBIAN CARIBBEAN.

CÓRDOBA

• ALTHOUGH WE ARE DIFFERENT WE FEEL THE SAME •

COLOMBIA 

VISIT COLOMBIA.TRAVEL



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**MINISTRY OF COMMERCE,
INDUSTRY AND TOURISM**

VICE MINISTRY OF TOURISM

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Handmade straw hats, Lorica, **GREATER COLOMBIAN CARIBBEAN.**

WELCOME TO A NEW WAY OF NARRATING COLOMBIA

We are delighted to take this step forwards with you during this stage of promoting the tourism of our country and, first of all, we would like to thank you for being part of this strategy geared towards the growth and strengthening of the sector. It is people like you who make it possible for increasingly more Colombians and foreigners to explore Colombia.

The Government's goal was to find innovative content associated with cultural expressions and natural attractions in our country, to enable the stakeholders of the tourism sector to publicise destinations and experiences to promote Colombia in the best possible way.

Following in-depth research into our 32 departments plus Bogotá, needs and perspectives were identified with a

view to promoting the country.

This is what led to the creation of the regional narratives of tourism, which are a tool for anyone who wants to generate attractive content and benefit from this department-based research, which featured the participation of researchers, composers, writers, journalists, entrepreneurs, artisans, artists, cultural advisers, social leaders, singers, traditional cooks, indigenous communities, natural parks' representatives, tourists, chefs and other experts from all regions of the country.

So, together, we are going to take advantage of these opportunities for communication and we are going to show that Colombia is the most welcoming country in the world.

PROCOLOMBIA

ABOUT THIS PUBLICATION

As a result of a tourism promotion initiative, we have created the regional tourism narratives and their accompanying magazine—a tool to convey them to local tourism operators. Both the toolkit and this publication are designed to complement each other and offer an outstanding opportunity to attract tourism from all corners of the world.

As a reader, you will have at your disposal [33 research modules](#), broken down by region and department. Additionally, a content manual is available, a guide teaching you how to best wield this information and create content for different media that efficiently communicates destinations' offers and aligns itself with their needs. The initiative also includes the podcast series "[Sounds from the Heart of Colombia](#)", 33 stories that reconstruct environments, voices, songs of nature, and the cultural identities of each of our departments, as well as a series of photographs and illustrations of the main destinations.

The following pages contain articles showcasing the highlights of each department in keeping with the aforementioned narratives, as well as information providing a general summary of the research. If you were to require more in-depth information, we recommend reviewing the 33 modules comprising the regional tourism narratives.

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Montería, Córdoba, **GREATER COLOMBIAN CARIBBEAN.**

BETWEEN RIVERS, THE SEA AND MOUNTAINS

With wide-ranging and fertile geography where the Sinú River is the main highway, this breathtaking territory is a meeting point for seas, rivers, canals, marshes, mountains, desert and plains, in addition to linking the department with the Caribbean and the centre of the country, and enravelling with its nature.

Far and wide, Córdoba is tantamount to natural richness, green mountains, crystalline waters, mighty rivers, mountains and plains. For this reason, its stunning landscapes feature marshes, mountain ranges and rivers, some of which form part of its people's experiences.

"What you are going to see, and what's more if you have the possibility, in some way, to have an interaction with nature, you are going to find the river, a natural lung of diversity, and as if that were not enough, you are going to find the sea."

This stunning department boasts numerous scenic connections and a Caribbean Sea that rather than joining the beaches joins together the great mountains. Not unlike the neighbouring departments of Bolívar, Magdalena, Sucre and Cesar, Córdoba forms part of the Momposina depression, where a variety of ecosystems meet.

The highlands and the Ayape marsh are part of Córdoba. It boasts the San Jorge and Sinú rivers, the latter being a representation of pride for the region for containing ancestral stories and bringing the department boundless wealth. This river is deemed an ancestral natural element, given that cultural and economic penetration occurred in the area through this means.

Its immense territories are home to natural attractions of the likes of the Paramillo Massif, the Abibe, San Jerónimo and Ayapel mountain ranges, which provide for the ecosystems of the San Jorge and Sinú valleys, making it abundant in flora and fauna. It is a productive department of farming and cattle-raising, packed with rice and cotton crops. It was once known as the pantry of Cartagena.





Córdoba, **GREATER COLOMBIAN CARIBBEAN.**

Anonymous testimonies tell that *“the western mountain range dies here, in the Paramillo Massif, and three mountain ranges split here: Ayapel, San Jerónimo and Abibe. They all enter the department, with a succession of hills and mountains that also alter the landscape. For this reason, on our seashore we do not have sandy beaches like Coveñas, but smaller cliffs. It boasts beaches, but also many small cliffs, because here the mountain meets the sea. This is a unique landscape, people are not used to it, because they think of the coast, and they think of beaches.”*



CULTURAL EXPLOSION THAT NOURISHES THE REGION

Córdoba's history is cultivated by the diverse assortment of cultures that have settled in the country, influencing the territory. Its areas that boast history, architecture and heritage address the meeting of its cultures and let you live and feel the department.

Córdoba is a culturally wealthy department, where various cultures that arrived and settled in the territory converge together with the proprietary ones. This is mirrored in all its expressions, from everyday life, music, rhythms, art, gastronomy and handicrafts. The river and its ports were the channel through which the distinct cultures ar-

rived.

"Why the river? The river, because it is the ancestral natural element. Let's imagine this region; with no road, everything came through the river. It was through the river that the cultural and economic penetration of this whole area took place, wasn't it?"

Córdoba is a key department of ports that once provided the entry and exit of products and people, predominantly Lebanese and Europeans.

The major ports that played the biggest role in the department's history are the port of San Bernardo del Viento, which brought boundless development to Córdoba, and the port of Santa Cruz de Lorica, from where foodstuffs were shipped to Cartagena, and where the department's largest commercial transactions took place. This is currently a market renowned for its traditional gastronomy, which is worth savouring.

This not only generated a culturally rich situation, in terms of the variety of products available, but also in the blend of cultures that coexisted in the territory of Córdoba, leaving an ingrained mark on its customs, traditions and gastronomy, as well as other facets of daily life. In the same way as the department was influenced by foreign cultures (mainly Arabs and Europeans), it was also inspired by indigenous, Afro-Colombian and Palenque cultures.



Santa Cruz de Lorica, **GREATER COLOMBIAN CARIBBEAN.**

“Hence, this multiculturalism is a result of the combination that also arises from ancestry and the penetration of various cultures; the indigenous with the Spanish, the African and the foreigners from other countries. In this case, the ones who came through the most were the Syrian-Lebanese, which is why we speak of Córdoba as having four major heritages: indigenous, Spanish, African and Syrian-Lebanese.”

Besides this, as a result of the strategic point in which the department is located, there have been crucial movements of Antioquians who have stayed in Córdoba due to the opportunities that its valleys and rivers have offered them.

Local testimonies tell us that *“This is how the Spaniards brought African slaves, and at the end of the 19th century and the beginning of the 20th century, the Syrian-Lebanese entered. Lastly, there has been a migration of Paisas and Antioquians who saw its valleys and rivers as a possibility for production.”*

ARABS

They arrived in the department, especially along the Sinú River, and have had a major impact on the region’s gastronomy and architecture, the latter of which can be found particularly in Lorica.

EUROPEANS

The Europeans found fertile land in Córdoba, they entered through the Sinú River and the Caribbean, bringing cattle to these lands, giving their oral tradition in the vaquería songs and made a huge contribution to its architecture.

INDIGENOUS PEOPLES

The Zenú are the most important in the region, and are part of Bolívar, Sucre and Córdoba. They conducted enormous engineering works, and together with the Embera (considered river people), they showed an important ability to move on water and land. Their ultimate handicraft legacy is the sombrero vueltiao (turned hat), which has become one of Colombia’s major symbols to the world, but they are also famous for other types of handicrafts such as tulas (shoulder bags), handbags, rings, bracelets and sandals made of caña flecha fibre, and for their gold and silver work.

BLACKS, PALENQUES, AFRO-COLOMBIANS

In Córdoba you can find the Palenques, a symbol of strength and resistance. Furthermore, the black culture in Córdoba gives us the bullerengue, a dance that has arisen from the Palenque songs and is accompanied by singers, dancers and drummers.



Emberá dwelling, **GREATER COLOMBIAN CARIBBEAN.**

CORDOBAN IDENTITY

Córdoba is a diverse department of natural concurrence. The Sinú River has provided a meeting point for different cultures that have blended together to build a Cordoban identity with the indigenous, Lebanese, European and African heritage entrenched in its DNA.

For this reason, everything in Córdoba takes on a very distinct importance. Its rivers, the meaning of its rhythms, dances and melodies, the value of its creations and crafts and other artistic expressions that can be found in architecture or literature, which become part of the department's heritage.

Córdoba is bursting with light and life, with its porro and bullerengue music it transmits its joy. Its Cordobans, a people full of traditions, who know their land like their ancestors, love their climate, their rivers, plains and mountains, working from early in the morning in order to avoid the sun in the hottest hours and to ensure they enjoy life.

The intercultural blend in Córdoba is present in its figures and literature, in its fairs and festivals, its gastronomy. This fusion results in distinct creations, including the porro, a wonderful genre with dances and music that encourages you to come out from your home and enjoy it in company. Its porro and fandango festivals bring people together, like a large caravan passing by in the early hours of the morning and brings people out of their homes to dance, have fun and sing.

"The porro is a band of wind instruments mixed with drums and is indigenous. There are fandangos in the early hours of the morning to call upon the Christmas festivities, and in January all the women await that call and go out to a square and dance for days. It's a very beautiful thing and lots of fun. The women do it with their husbands."

Córdoba is not only known for its music, but also for being an intellectual department of poets, writers and historians, many of whom tell stories of the region based on its cultural blends and have contributed to the understanding and appreciation of the Colombian Caribbean.

"We are a cradle of writers. Manuel Zapata Olivella, David Delgado and Guillermo Valencia Salgado lay bare

our culture to the world, our tradition. Delgado catapulted Loricá, he speaks of the fusion and the anecdotes of the Syrian-Lebanese."

Thus, the theme of its fairs and festivals are based on its blend and history. Music, livestock and gastronomy are the central characters in stories that keep the department's traditions alive.

Córdoba's cuisine has adapted to the influences of Arabs, Europeans, indigenous peoples and Africans, given that it has taken elements from each of them, leaving in its DNA what each one of them has provided. For instance, the viuda fish dish is steamed. What would its cuisine be like without the European influence? Before the introduction of oil, for example, everything was stewed or steamed. Thus, Córdoba has not only permitted external cultural influences, but has also appropriated their way of cooking.

"We left the pre-Columbian era and then the Colony came, the arrival of the Spaniards and the Africans; that brought about changes, and from there the department was born, the blend, the exchange."



Emberá woman, GREATER COLOMBIAN CARIBBEAN.



KEY WORDS
AND CONCEPTS





Typical dances, Córdoba, **GREATER COLOMBIAN CARIBBEAN.**

PORRO

The major musical representation of the department with Pablo Flores as the standard-bearer, in addition to the bullerengue. These are key to discovering the experiences of the department.



Crafts, **GREATER COLOMBIAN CARIBBEAN.**

CRAFTS

Its creations in caña flecha, especially the vueltaio hat, are representative of the people of Cordoba. This accessory becomes an extension of their body, accompanying them and providing protection from the sun.



Córdoba, **GREATER COLOMBIAN CARIBBEAN.**

HERITAGE ARCHITECTURE

A land of traditions and history that remains in its architecture. A place where literature is relevant as it brings strength and vibrancy to the blend.



Canoes on the Sinú River, Montería, **GREATER COLOMBIAN CARIBBEAN.**

SINÚ RIVER

The nature, the mountains and notably the river are essential icons, because they give relevance to the cultural exchange and the blend that the people of Cordoba are so proud of.

KEY CONCEPTS



Sombrero vueltiao (turned hat), Córdoba,
GREATER COLOMBIAN CARIBBEAN.



ARTS, CRAFTS AND MUSIC

- Porro
- Bullerengue
- Fandango
- Handicrafts in caña flecha fibre, such as: tulas (shoulder bags), handbags, rings, bracelets and sandals
- Sombrero vueltiao (turned hat) among others.



GEOGRAPHY

- Lorica Grande Marsh
- Ciénaga Marsh
- El Porro Marsh
- Cintura Marsh
- Corralito Marsh
- Ayapel Marsh
- El Arcial Marsh
- Great plains
- Paramillo Massif
- Serranía Abibe mountain range
- Serranía de San Jerónimo mountain range
- Serranía de Ayapel mountain range
- Sinú River
- San Jorge River
- Manso River
- Esmeralda River
- Playa Blanca
- Moñitos
- San Bernardo del Viento
- Martinica among others.



REPRESENTATIVE FIGURES

- Cacique Gaita
- Manuel Zapata Olivella
- Raúl Gómez Jattin
- David Sánchez Juliao
- Juan Gossaín
- Soad Luis Laka
- Rosita Santos
- Iván Hernández
- David Delgado
- Guillermo Valencia Salgado
- Miguel Emilio Naranjo
- Pablo Flores
- José Antonio Petro
- María Varilla
- Adriana Lucía
- Martina la Peligrosa among others.



Córdoba, **GREATER COLOMBIAN CARIBBEAN.**



EMBLEMATIC PLACES AND SOME MUNICIPALITIES

- San Antero
- San Bernardo del Viento
- Puerto Escondido
- Santa Cruz de Lorica
- San Pelayo
- Parque Lineal la Ronda de Sinú
- Tierralta
- Cereté
- Montería
- Montelíbano
- Ciénaga de Oro
- Planeta Rica
- Tierralta
- Tuchín
- San Andrés de Sotavento
- San Carlos among others.



GASTRONOMY

- Sancocho de pescado (fish broth often accompanied by cassava, yam, potato and corn on the cob)
- Kibbeh
- Bocachico guisado (bocachico fish stew)
- Viuda sobre hoja de plátano (fish on a banana leaf)
- Mojarra guisada (Sea bream stew)
- Sancocho de pescado (fish broth often accompanied by cassava, yam, potato and corn on the cob)
- Arroz apastelado (rice with pork or chicken and vegetables)
- Mote de queso (yam and Costeño cheese dish)
- Mongo mongo (traditional sweet)
- Plantain
- Yams
- Cassava
- Suero y queso costeño (whey and cheese) among others.

GREATER COLOMBIAN CARIBBEAN

We sincerely hope that all these tools will serve as a point of departure to offer better services, optimise promotion and strengthen our tourism industry, which will be prepared for the golden future that awaits it.



Scan this code and view the 33 modules of the regional narratives of tourism.

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